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#432068 Subliminal Advertising

Submitted	Received via	Requester
July 28, 2015, 5:32 PM	Web Form	(b) (6)

Status	Type	Priority	Group	Assignee
Closed	-	-	CAMS	(b) (6)

Complaint Internal Status	Company Name	Company Name (Other)	TV Method	TV Issues
Not Served	Other	Optimum	Cable	Interference
First Name	Last Name	State	Zip Code	Phone (where you can be contacted)
(b) (6)	(b) (6)	New York	11236	(b) (6)
Address 1	City	Filing on Behalf of Someone		
(b) (6)	Brooklyn	No		

(b) (6) July 28, 2015, 5:32 PM

On several occasions while watching MTV ("Teen Wolf" from July 20, 2015 and "Teen Mom 2" from July 9 or 16, 2015), I noticed what appears to me to be subliminal advertising: a clear (as in translucent) outline of several corporate logos, advertisements, etc. (including the Target logo with the slogan "Expect More. Pay Less.") scrolled across the screen.

(b) (6) July 29, 2015, 2:46 PM

Dear (b) (6)

There are no FCC rules that apply specifically to subliminal messages.

You should direct all concerns and/or comments about a specific broadcast or statement, in writing, to the local station and network involved so that the people responsible for making programming decisions can become better informed about audience opinion.

Support Software by **Zendesk**

#1100651 subliminal advertising

Submitted **Received via** **Requester**

July 23, 2016, 9:24 PM

Web Form

(b) (6)

Status **Type** **Priority** **Group** **Assignee**

Closed - - CAMS orlando ardon

Complaint Internal Status **Company Name** **TV Method** **TV Issues** **First Name** **Last Name**

General Inquiry

Cox

Cable

Privacy

(b)

State

Zip Code

Address 1

City

Filing on Behalf of Someone

California

92692

(b) (6)

Mission Viejo

No

(b) (6) July 23, 2016, 9:24 PM

I saw subliminal advertising on ABC, channel 7, Los Angeles, news broadcast today about 8:30 AM. It was "TRUMP" flashed across the screen in a box during a report of a fire. The screen showed a helicopter view of the extensive brush fire. My husband who was also watching did not see it. It was so fast that he must have blinked when the word appeared in the screen. Is this type of advertising legal?

(b) (6) July 28, 2016, 10:44 AM

(b) (6)

Thank you for your submission. Your complaint provides the FCC with important information we can use to develop policies to protect consumers, remedy violations of the Communications Act, and encourage future compliance with the law.

There are no FCC rules that apply specifically to subliminal messages. While the FCC does not currently regulate advertisers, it does, however, have the authority to regulate broadcasters, and can propose fines or take other action against broadcaster if the use of subliminal messages by their advertisers is proven. Because subliminal messages are intended to be deceptive, their use is inconsistent with a broadcaster's obligation to serve the public interest. To ensure public awareness, the FCC requires broadcasters to identify on each broadcast any sponsor of any broadcast program or advertisement.

You should direct all concerns and/or comments about a specific broadcast or statement, in writing, to the local station and network involved so that the people responsible for making programming decisions can become better informed about audience opinion.

As such, no further action is required by the FCC. Your complaint was closed as of today.

Thank you for your submission and help in furthering the FCC's mission on behalf of consumers.

Support Software by **Zendesk**

#585959 Subliminal Advertising

Submitted October 12, 2015, 7:41 PM **Received via** Web Form **Requester** (b) (6)

Status Closed **Type** - **Priority** - **Group** CAMS **Assignee** Robin McCullough

Complaint Internal Status General Inquiry **Company Name** Other **Company Name (Other)** (b) (6) **TV Method** Cable **TV Issues** Interference

First Name (b) (6) **Last Name** (b) (6) **State** New York **Zip Code** 13053 **Phone (where you can be contacted)** (b) (6)

Address 1 (b) (6) **City** Dryden **Filing on Behalf of Someone** No

(b) (6) October 12, 2015, 7:41 PM

The station "my43" is splicing their stations logo for a split second into the Big Bang Theory airing at 7 & 7:30pm during the last few minutes. They actually change the shows content to flash their logo. The splice always happens during a closing joke or 'punch out' joke.

(b) (6) October 20, 2015, 4:32 PM

Hi (b) (6),

Thank you for your submission. Your complaint provides the FCC with important information we can use to develop policies to protect consumers, remedy violations of the Communications Act, and encourage future compliance with the law.

We have attached a consumer guide that includes relevant information on the issue you have raised.

As such, no further action is required by the FCC. Your complaint was closed as of today.

Thank you for your submission and help in furthering the FCC's mission on behalf of consumers.

Link to consumer guide: <http://www.fcc.gov/guides/fcc-and-freedom-speech>

In addition, I have included information about the use of logos, by broadcasters:

Neither communications law nor FCC rules currently address the issue of television stations displaying network/program logos. In the absence of any prohibition against this practice, television stations do not violate communications law or FCC rules when they display network logos, advertising banners and the like. The FCC cannot take enforcement or regulatory action in these matters.

Support Software by **Zendesk**

#1210023 Subliminal messages

Submitted **Received via** **Requester**

September 21, 2016, 3:19 AM Web Form (b) (6)

Status **Type** **Priority** **Group** **Assignee**

Closed - - CAMS (b) (6)

Complaint Internal Status **Company Name** **TV Method** **TV Issues** **First Name** **Last Name**

General Inquiry AT&T Satellite Interference (b) (6)

State **Zip Code** **Phone (where you can be contacted)** **Account Number**

Texas 75032 (b) (6) (b) (6)

Address 1 **City** **Filing on Behalf of Someone**

253 Henry M. Chandler Rockwall No

(b) (6) September 21, 2016, 3:19 AM

While watching TMZ in the last 20 minutes I heard a comment, "Go ahead and expose yourself!" Bullying and harassment are ongoing! I should never have to put up with subliminal advertising. That's the law!

(b) (6) September 22, 2016, 11:21 AM

(b) (6)

Thank you for your submission. Your complaint provides the FCC with important information we can use to develop policies to protect consumers, remedy violations of the Communications Act, and encourage future compliance with the law.

Please follow the link below to a consumer guide that includes relevant information on the issue you have raised.

As such, no further action is required by the FCC. Your complaint was closed as of today.

Thank you for your submission and help in furthering the FCC's mission on behalf of consumers.

Link to consumer guide:

(b) (6) September 22, 2016, 11:29 AM

Internal note

Complaints about Broadcast Journalism - <https://consumercomplaints.fcc.gov/hc/en-us/articles/202701094-Complaints-about-Broadcast-Journalism>

(b) (6) September 22, 2016, 3:02 PM

I didn't include the harassment part! Jay Cutler was bullied on that show, which is cruel!

Sent from my iPhone

Support Software by **Zendesk**

#40551 taco bell and pavlovs dog

Submitted **Received via** **Requester**

December 10, 2014, 7:15 PM Web Form (b) (6)

Status **Type** **Priority** **Group** **Assignee**

Closed - - Loud Commercials -

Name of TV program **TV Issues** **First Name** **Last Name** **State** **Zip Code**

multiple programs Loud Commercials (b) (6) [REDACTED] Missouri 64126

Time of Issue **Date of Issue** **Phone (where you can be contacted)** **TV channel**

12:00 p.m. December 10, 2014 8 (b) (6) 140

City Where Program was Viewed/Heard **Network** **State Where Program was Viewed/Heard**

Kansas city Comedy Central Missouri

Address 1 **City** **Filing on Behalf of Someone** **Name of Loud Commercial**

(b) (6) Kansas city No taco bell

Name of Subscription Service for Loud Commercial **Local Broadcast Station for Loud Commercial**

Dish Network No

Subscription Service for Loud Commercial

Yes

(b) (6) December 10, 2014, 7:15 PM

I believe taco bells breakfast commercials with a bell at the end to be subliminal advertising akin to pavlovs dog in which a body's automatic response to salivate and desire food at the sound of a bell or Alarm

Support Software by **Zendesk**



#1314006 subliminal advertisements

Submitted

November 14, 2016, 11:47 AM

Received via

Web Form

Requester

(b) (6)

Status

Closed

Type

-

Priority

-

Group

CGB - Indecency your unsolved tickets

Assignee

(b) (6)

Complaint Internal Status

Not Served

Name of TV program

today

TV Method

Cable

TV Issues

Indecency

First Name

david

Last Name

(b) (6)

State

Pennsylvania

Zip Code

18018

Time of Issue

7:29 AM

Date of Issue

November 14, 2016

Phone (where you can be contacted)

(b) (6)

TV channel

10

City Where Program was Viewed/Heard

bethlehem, pa

Network

NBC

State Where Program was Viewed/Heard

Pennsylvania

Address 1

(b) (6)

City

bethlehem

Filing on Behalf of Someone

No

(b) (6) November 14, 2016, 11:47 AM

over the past few years I have noticed that many advertisements on tv are only shown for one or two seconds. it appears that this is a form of subliminal advertising that was banned in movie theatres in the 1950's.

(b) (6) November 15, 2016, 1:16 PM

Thank you for contacting the FCC to share your concerns about broadcast program material that you find offensive. The FCC licenses over-the-air radio and TV broadcast stations. It is against federal law for a licensed television or radio station to air obscene programming at any time, or to air indecent or profane material during the hours of 6 a.m. to 10 p.m. The FCC is charged with enforcing the law that governs the broadcast of such material.

The FCC is not permitted to censor or restrict the availability of non-broadcast programming shown over cable and satellite systems. Cable and Satellite Operators do not have the same restrictions on program content as regular television broadcast stations.

For the FCC to consider whether a licensee has violated these requirements of the law, a complaint must relate to particular programming, rather than express a general opinion. To proceed on a complaint, the FCC must have information that includes the station that aired the programming material, the date and time of day of the broadcast, a recording, transcript or description of the material broadcasted.

Licensed Broadcasters are responsible for selecting the broadcast material that airs on their stations, including advertisements. The FCC expects broadcasters to be responsible to the community they serve and act with reasonable care to ensure that advertisements aired on their stations are not false or misleading.

The Federal Trade Commission (FTC) has primary responsibility for determining whether specific advertising is false or misleading, and for taking action against the sponsors of such material. You can file a complaint with the FTC, or call toll-free 1-877-FTC-HELP (1-877-382-4357).

If your complaint is regarding non-broadcast programming shown over a cable or satellite system, or concerning broadcasts from a FCC licensed TV or radio station, and you have not provided the necessary information, or the facts and information contained in the complaint did not suggest that a violation of the statute or FCC rules regarding indecency, obscenity, and profane material has occurred, we cannot proceed

further with regard to your allegations. Accordingly, we must close your complaint.

Your views and concerns about program material are important to us. You may refile your complaint with this additional information. To expedite our consideration of your complaint, we recommend that you submit it via the FCC's online Consumer Help Center at consumercomplaints.fcc.gov.

To assist you further, we are including links to information that discusses the law with respect to indecent, profane and obscene broadcasts and our enforcement procedures.

We encourage you to convey your concerns, whether general or program-specific, directly to station management. This can be an effective method to influence a broadcast licensee's programming decisions.

<https://www.fcc.gov/consumers/guides/obscene-indecent-and-profane-broadcasts>

<https://consumercomplaints.fcc.gov/hc/en-us/articles/203700670-Cable-TV-and-Offensive-Programming-Quick-Facts>

<https://consumercomplaints.fcc.gov/hc/en-us/articles/203700610-Satellite-Programming-Quick-Facts>

Support Software by **Zendesk**



#346450 Television broadcast via Cable TV, COMCAST

Submitted June 17, 2015, 4:24 PM **Received via** Web Form **Requester** (b) (6) >

Status Closed **Type** - **Priority** - **Group** CAMS **Assignee** Mary Shaak

Complaint Internal Status Carrier Status Closed **Carrier Serve Due Date** July 20, 2015 **Carrier Response Date** July 10, 2015 **Company Name** Comcast

TV Method Cable **TV Issues** Interference **First Name** (b) (6) **Last Name** (b) (6) **State** Pennsylvania **Zip Code** 17540

Phone (where you can be contacted) (b) (6) **Account Number** (b) (6) **Address 1** (b) (6) **City** leola

Filing on Behalf of Someone No

(b) (6) June 17, 2015, 4:24 PM

My television is displaying subliminal advertising on all channels of my cable service at all times! Comcast service says "It's the TV's fault, and we don't know the phone no. for the FCC. " How else would the TV Be receiving this picture other than from the Cable I'am paying \$200.00 per month to receive. And if it is the problem with the TV shouldn't Comcast be on to getting it stopped Suppose this was Porn!!!

(b) (6) June 19, 2015, 8:55 PM

Internal note

This constitutes a notice of informal complaint filed with the FCC against your company. Your response to the consumer (with a copy to the FCC) is due no later than 30 days from the date of this notice.

For more information on your legal responsibilities, see <https://us-fcc.app.box.com/complaintnotice>.

If you have any questions regarding this notice, please contact the FCC at carriersupport@fcc.gov.

Comcast July 10, 2015, 10:58 AM

Internal note

Please see our response and attachment.

(b) (6) July 10, 2015, 11:01 AM

Hi clint,

Your Ticket No. 346450 was served on your carrier for its review and response.

Your carrier has provided the FCC with a response to your complaint. You should receive a copy of the response from the carrier within 7-10 days via postal mail. As such, no further action is required. Your complaint is closed.

Thank you for your complaint and help in furthering the FCC's mission on behalf of consumers.

Support Software by **Zendesk**



#693690 Televangelism

Submitted	Received via	Requester
December 6, 2015, 5:59 AM	Web Form	(b) (6) >

Status	Type	Priority	Group	Assignee
Closed	-	-	CGB - Indecency your unsolved tickets	(b) (6)

Complaint Internal Status	Name of TV program	TV Method	TV Issues	First Name
Not Served	Campmeeting	Cable	Indecency	Allen
Last Name	State	Zip Code	Time of Issue	Date of Issue
(b) (6)	Delaware	19973	5:56 am	December 6, 2015
Phone (where you can be contacted)	TV channel	City Where Program was Viewed/Heard		
(b) (6)	905	Seaford		
Network	State Where Program was Viewed/Heard	Address 1	City	
Fox	Delaware	(b) (6)	Seaford	

Filing on Behalf of Someone

No

(b) (6) December 6, 2015, 5:59 AM

Inspirationcampmeeting.com is a website/TV series out of Charlotte, NC that uses defrauds poor and desperate US citizens through cable television programming. They make direct and precise monetary guarantees based on an "investment" that never yields the promised amount. They are unlicensed security dealers. I want to file legal action against them and their ilk as soon as possible. Please advise how to proceed in a civil action or class action lawsuit to protect the public from predatory and fraudulent solicitations done on the public airwaves and fee based cable services. They are using prohibitive subliminal advertising techniques in direct violation of FCC guidelines and law. (WTTGGD-Paid Programming-Channel 905)

(b) (6) December 6, 2015, 6:11 AM

Received confirmation. Thank you. The religious pickpockets on TV are hurting poor and uneducated people in current mental and emotional distress. They need effective solutions and not have to endure The rich Nigerian uncle scam that these televangelists are running a version of. It is an embarrassment to the United States. I am a seventh generation US citizen.

(b) (6) December 9, 2015, 12:29 PM

(b) (6)

Thank you for contacting the FCC to share your concerns about broadcast program material that you find offensive. It is against federal law for a television or radio station to air obscene programming at any time, or to air indecent or profane material during the hours of 6 a.m. to 10 p.m. The FCC is charged with enforcing the law that governs the broadcast of such material.

We encourage you to convey your concerns, whether general or program-specific, directly to station management. This can be an effective method to influence a broadcast licensee's programming decisions.

Your views and concerns about program material are important to us. You may refile your complaint with this additional information. To expedite our consideration of your complaint, we recommend that you submit it via the FCC's online Consumer Help Center at consumercomplaints.fcc.gov.

To assist you further, we are including links to information that discusses the law with respect to indecent, profane and obscene broadcasts and our enforcement procedures.

<https://consumercomplaints.fcc.gov/hc/en-us/articles/203700670-Cable-TV-and-Offensive-Programming-Quick-Facts>

<https://consumercomplaints.fcc.gov/hc/en-us/articles/203700610-Satellite-Programming-Quick-Facts>

Support Software by **Zendesk**

**#762715 BELSOMRA Television Commercial**

Submitted	Received via	Requester
January 20, 2016, 12:12 AM	Web Form	(b) (6) >

Status	Type	Priority	Group	Assignee
Open	-	-	EB	-

Complaint Internal Status	Company Name	Company Name (Other)			
Not Served	Other	Makers of the drug known as "BELSOMRA"			
TV Method	TV Issues	First Name	Last Name	State	Zip Code
Broadcast (over the air)	Interference	(b) (6)	(b) (6)	Indiana	47670-2919
Phone (where you can be contacted)	Address 1		City		
(b) (6)	(b) (6)		Princeton		
Filing on Behalf of Someone					
No					

(b) (6) January 20, 2016, 12:12 AM

Currently the makers of the sleeping drug known as "BELSOMRA" are INTENTIONALLY using the simulation of "vertical television distortions" to "capture interest" in their product by making the viewer think there is something wrong with their television. This is known to cause SEIZURES in certain people, and is just plain WRONG and an ABUSE of broadcast television advertising. I DEMAND that this television commercial either be corrected to delete this "SUBLIMINAL" advertising technique, or REMOVED COMPLETELY from broadcast television! I am so tired of seeing this commercial and jumping up to try to "fix" my television, which is in PERFECT WORKING CONDITION! Only after jumping up about 5 times in a row, each time this commercial appeared, did I realize that the advertiser had stooped to such a LOW LEVEL... FINE THEM! REMOVE THE AD! BAN THEM! TV is bad enough, and it's time to make an EXAMPLE!!!

(b) (6) February 2, 2016, 8:50 AM

(b) (6)

Your complaint provides valuable information and is shared among FCC bureaus and offices to spot trends and practices that warrant investigation and enforcement action. If the FCC needs more information about your complaint, we will contact you directly.

Each year, the Enforcement Bureau takes hundreds of actions on behalf of consumers that result in tens of millions of dollars in penalties. These actions encourage companies and individuals to abide by the law and reduce future misconduct.

Thank you for your help in furthering the FCC's mission on behalf of consumers.

Support Software by **Zendesk**

**#924989 COMCAST**

Submitted April 20, 2016, 8:30 PM
Received via Web Form
Requester (b) (6)

Status Closed
Type -
Priority -
Group CAMS
Assignee (b) (6)

Complaint Internal Status Carrier Status Closed
Carrier Serve Due Date May 21, 2016
Carrier Serve Date April 21, 2016
Carrier Response Date April 26, 2016

Company Name Comcast
TV Method Cable
TV Issues Availability
First Name (b) (6)
Last Name (b) (6)
State New Jersey
Zip Code 08816

Phone (where you can be contacted) (b) (6)
Account Number (b) (6)
Address 1 (b) (6)
City East Brunswick

Filing on Behalf of Someone
 No

(b) (6) April 20, 2016, 8:30 PM

Advertising on the LAST WATCH list. They are advertising a "WATCHATHON". When I try to delete it, it says it has been cleared, but it appears again as if nothing happened. This has also happen with the OSCAR's, Superbowl and with certain movie releases. I have emailed them and no answer. I have tried calling in the past and no resolution. I have even sent a note via the mail, and no response. I feel this is subliminal advertising since it can not be deleted. When I delete channels that have been watched, they do not reappear, so why does this? So there is no best TV Issues to select, so I tried for the closest. Thank you.

(b) (6) April 21, 2016, 12:59 PM

Internal note

Please use the Macro called "Closure Response to FCC" when you are ready to respond. To view instructions on how to respond see <https://us-fcc.box.com/how-to-respond>.

This constitutes a notice of informal complaint filed with the FCC against your company. Your response to the consumer (with a copy to the FCC) is due no later than 30 days from the date of this notice.

For more information on your legal responsibilities, see <https://us-fcc.app.box.com/complaintnotice>.

If you have any questions regarding this notice, please contact the FCC at carriersupport@fcc.gov.

Comcast April 26, 2016, 1:46 PM

Internal note

Please see our response and attachment.

(b) (6) April 28, 2016, 8:25 AM

(b) (6),

Your Ticket No. 924989 was served on your carrier for its review and response.

Your carrier has provided the FCC with a response to your complaint. You should receive a copy of the response from the carrier within 7-10 days via postal mail. As such, no further action is required. Your complaint is closed.

We appreciate your submission and help in furthering the FCC's mission on behalf of consumers.